



## **Analysis of The Implementation of CHSE (Cleanliness, Health, Safety, Environment Sustainability) in Papandayan Garut Nature Tourism Park**

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### **Abstract**

This study aims to find out how the application of cleanliness, health, safety, and environmental sustainability (CHSE) to the level of tourist confidence in TWA Papandayan. The research method used is a descriptive method with a qualitative approach. The data analysis technique in this study uses the Miles and Huberman model. The data collection techniques used in this study are literature studies and field studies, namely observation and interviews. The determination of informants using the purposive sampling technique is tourism actors in TWA Papandayan, namely CHSE policy makers, CHSE policy implementers, CHSE policy supervisors and follow-ups, CHSE policy users (tourists) and snowball sampling, namely other relevant informants according to research needs. The validity of the data was carried out by testing the credibility of the triangulation technique. Based on the results of this study, the implementation of CHSE at TWA Papandayan is largely in accordance with the CHSE protocol guidelines according to the Ministry of Tourism and Creative Economy and has an impact on increasing tourist confidence in TWA Papandayan. The success of its implementation is inseparable from the support of many parties, such as the managers, employees, and tourists of TWA Papandayan itself.

**Keywords:** Health Protocols, CHSE Implementation, TWA Papandayan

### **1. Introduction**

The fastest growing sector is tourism which has the potential to be the hope as well as the backbone of the nation's economic growth. Indonesia's tourism industry and creative economy have really slumped due to the Covid-19 pandemic. Indonesian and foreign tourists decreased significantly, according to the 2021 tourism trend book published by the Ministry of Tourism and Creative Economy throughout 2020, around 4.052 million tourists from abroad in 2018 entered Indonesia, accounting for around 75% of all visitors to Indonesia in 2019. State revenue from the tourism industry decreased by Rp. 50.1 trillion (Humas BSN, 2021).

and Environmental Sustainability (CHSE) in tourism destinations as a means of promoting and

strengthening tourism in Indonesia. In order to increase public awareness of the importance of environmental sustainability and the quality of the tourism sector in terms of cleanliness, health, safety and environmental sustainability, this program is a CHSE for tourism industry entities that are promoted through certification.

The National Standards Agency (BSN) in November 2021 stated that cleanliness, health, safety, and environmental sustainability are important in the implementation and support of tourism activities in accordance with the Indonesian National Standard (SNI) 9042: 2021, which he conveyed as a supporting element in the Indonesian tourism recovery program implemented by the Ministry of Tourism and Creative Economy. The National Accreditation Board in collaboration with the Ministry of Tourism and Creative Industries has developed a certification system and accreditation of certification bodies within the scope of CHSE certification, in order to ensure the consistency of the implementation of CHSE certification and the efficiency of certification management certification is developing the SNI 9042: 2021 certification (Achmad, 2021).

SNI CHSE certification is voluntary and is considered an important pillar to strengthen trust in Indonesian tourism. The goal is to provide guarantees to tourists regarding the implementation of cleanliness, health, safety, and environmental sustainability in tourist attractions. CHSE is also responsible for ensuring tourists and the general public that the services and products provided comply with all hygiene, health, safety, and environmental sustainability protocols.

The CHSE certificate is an operational standard guide that has the hope of being able to provide a sense of security for prospective tourists about health protocols and with promising procedures. CHSE certificates are given to tourism companies, other tourism facilities, community environments, and tourist destinations that meet the requirements or standards regarding the implementation of cleanliness, health, safety, and environmental sustainability. The tourism business category is tourism regional businesses, namely homestays/tourist lodgings, hotels, restaurants, tourist transportation services, MICE and other tourism businesses based on development needs and laws and regulations.

One of the natural attractions in Garut Regency is the Papandayan Nature Tourism Park (TWA) which is managed by PT. Alam Indah Lestari, which is a popular tourist attraction because the Papandayan Nature Tourism Park (TWA) has uniqueness such as craters, camping areas, explore flora and fauna and swimming pool tourism can attract the interest of various segments. From the results of the pre-research survey, Papandayan Nature Tourism Park (TWA) has been CHSE certified on October 3, 2021, which is a label given by the Ministry of Tourism and Creative Industries stating that the tourist attractions visited meet all aspects of CHSE, including cleanliness, health, safety, and environmental sustainability. According to the Head of Tourism Destinations at the Garut Regency Tourism and Culture Office, Mr. Drs. H. Evi Anshori, M.Si said that the CHSE certificate that has been issued during the handling of the covid-19 pandemic is stated that the certificate is still valid for 3 years from the date the certificate is issued.

Based on the information obtained and the data that has been obtained, it is interesting to know how the implementation and application of health protocols based on CHSE on the level of tourist confidence in the Papandayan Garut Nature Tourism Park (TWA).

## **2. Literature Review**

### **Cleanliness**

According to Indra (2022) Cleanliness is a person's effort to obtain physical and psychological well-being in maintaining their own hygiene and health. Maximizing hygiene is necessary for the health of the individual and safety. One of the proofs of the state of affairs Hygiene The good thing is the need to maintain personal hygiene and cleanliness in the environment so that it is healthy, does not spread dirt, does not smell, or transmits germs to yourself or others.

### **Health**

According to World Health Organization (WHO) health is a state of physical, mental, and social completeness and is not just free from disease or disability. Health is a resource that everyone has, not a life goal that must be achieved. Health is not about being physically healthy, but about having a healthy mind that allows individuals to tolerate and accept differences. (Brook, 2015).

### **Safety**

In general, safety or security can be interpreted as the ability to protect oneself (survive) in the face of real threats (existential threat) (Triwahyuni, 2016). Security is an absolute requirement for the tourism sector to provide a sense of calm to tourists. Security is a state of self that is expected to be stable and causes a sense of calm and not anxiety when traveling to a destination or staying there for a long time (Mahagangga et al., 2018).

### **Environment Sustainability**

Preserving the environment is a process or way to protect it from destruction or damage. Natural resource design that ensures the sustainable use of reserves through continuous improvement of the quality of its diversity and conservation value (BPBD, 2020). Good environmental sustainability is achieving the preservation of human relationships with the environment as a goal of building a whole human being and controlling the use of resources wisely (Nugroho, 2013).

## **3 Research Methods**

The research method used is descriptive research with a qualitative approach. Qualitative descriptive research aims to explain, describe, describe, explain and answer in more detail the problems regarding the implementation of the CHSE protocol in TWA Papandayan.

The data collection techniques in this study are, 1) literature studies conducted through the study of books and literature related to solving in the research; 2) Field study includes: Field observation and interviews with parties involved regarding the implementation of CHSE at TWA Papandayan.

The determination of informants in this study uses purposive sampling and snowball sampling techniques. In the purposive sampling technique, the researcher selects informants who are believed to have knowledge of the problem being researched and can provide information that can be developed to produce data, namely the informants in question include CHSE policy makers, CHSE policy implementers, CHSE policy supervisors and follow-ups, CHSE policy users (tourists). In the snowball sampling technique, the researcher selected other informants who are relevant to the research needs regarding the implementation of CHSE in TWA Papandayan.

The data analysis techniques used by the researcher used the Miles and Huberman model, 1) data reduction by summarizing matters related to the CHSE protocol in tourist attractions based on the values of the CHSE implementation guidelines from the Ministry of Tourism and Creative

Economy applied to TWA Papandayan Garut and only focusing on the CHSE protocol on natural tourism attractions; 2) data presentation, namely data will be organized, and arranged so that it will be easier to understand; 3) drawing conclusions to analyze and find meaning from existing data and become the basis for decision-making in research that has been carried out and become a reference for further research.

The validity of the data carried out is a triangulation credibility test, in this study the data is carried out by checking the triangulation technique, namely checking the data obtained from several sources at TWA Papandayan by means of interviews and confirmed by direct observation in the field.

#### **4 Research Results and Discussion**

The results of the research were obtained from interview activities conducted by asking questions about the CHSE aspect at TWA Papandayan. The first topic regarding the implementation of CHSE to resource persons who are considered to know the process of implementing the CHSE protocol at TWA Papandayan are CHSE policy makers, CHSE policy implementers, CHSE policy supervisors and follow-ups, and CHSE policy users. The second topic is about the level of trust of tourists in the implementation of CHSE at TWA Papandayan, namely all resource persons on this topic who are tourists who know the CHSE protocol.

##### **Implementation of CHSE Protocol at TWA Papandayan**

In order to restore tourism life, the management of TWA Papandayan is actively trying to trace various information that supports operational safety at tourist attractions. One of them follows the instructions of the Ministry of Tourism and Creative Economy to provide safe labels to tourist destinations visited through CHSE certification.

###### **a. Implementation of Cleanliness**

In the element of cleanliness criteria, based on the results of interviews, in TWA Papandayan in providing comfort to tourists, handwashing facilities are the main need in maintaining cleanliness, so handwashing facilities are provided from the entrance, at each hiking trail post, and in public facilities. The handwashing facility should always be present in every tourist destination, not only because of the CHSE protocol. Disinfectant spraying is carried out in a closed room only when the cleaning team is cleaning the tourist area, namely once a day in the morning or evening. The cleanliness of the TWA area is guaranteed to be clean because every area with high crowds already has a hygiene guard who is routinely cleaned after being used by tourists, disinfectant spraying is carried out only in closed rooms such as counters, facilities (cottages, toilets, prayer rooms, health posts, information centers), food and beverage stall area). Because TWA Papandayan is a mountainous area with high levels of sulfur, there are no animals that carry the disease. The cleanliness of the toilet is guaranteed to be clean because in each toilet there is a hygiene guard who is on standby to clean the toilet after being used by tourists. Regarding waste management, it is carried out in collaboration with the Environmental Agency, namely the Pasirbajing Final Processing Site (TPA). The waste at TWA Papandayan is collected and disposed of at the Pasirbajing Landfill. Even though it is currently endemic, health protocols still exist and continue to be carried out and maintained at TWA Papandayan.

###### **b. Implementation of Health**

In terms of health criteria, based on the results of interviews, body health needs to be considered

even though the pandemic period has passed and turned into an endemic period, but in maintaining the environment in tourist areas to maintain their health, appeals regarding health protocols to tourists are always informed, both in writing and directly. The appeal to continue to maintain health protocols is informed through print media (banners), online media (Instagram, Facebook, official website of TWA Papandayan) and offline, namely when tourists enter the tourist area and are conveyed by officers when conducting screening and purchasing tourist ticket transactions. The use of masks is required for all tourists, it's just that there is no action for those who do not wear masks because the pandemic has begun to subside. When screening is carried out at the entrance, officers also appeal to tourists who have symptoms of flu, cough or symptoms that are very susceptible to transmission, to wear masks to avoid the transmission of unwanted diseases.

The TWA Papandayan only gave an appeal because it did not have the authority to take action against people who violated health protocols, which had the authority, namely the Covid-19 cluster team, the local government both from the police and Satpol PP, while the businessmen or managers of tourist attractions only gave an appeal. For food and beverages at TWA Papandayan only from stall sellers, TWA Papandayan does not facilitate food and beverages. Therefore, regarding health protocols for stalls, namely with a direct appeal to food and beverage sellers that they must maintain the cleanliness of their food and drinks. If there are no visitors, it is better for the stall to be closed and if you want to serve food/drinks to tourists who are far from the stall, the food must be closed using food plastic because it avoids dust/dirt that enters the food, this is done so that tourists can feel safe with the food they serve.

Equipment for handling emergency conditions is available P3K medicines stored in the health room (health room equipped with an isolation room), at every hiking trail post and public facilities such as information centers. TWA Papandayan collaborates with the health center, the nearest medical personnel, namely the Cisurupan Health Center, and there are officers from the health center who are on guard in the TWA Papandayan health room. The tourist area maintains air circulation with a special program every year, namely area restoration, planting and reforestation of at least a thousand trees and collaborating with various natural communities, students and the community.

### c. Implementation of Safety

In the element of safety criteria, based on the results of the interview, safety for tourists is included in the responsibility of TWA Papandayan. A possible disaster is the eruption of Mount Papandayan because Mount Papandayan is an active volcano, so the craters can move randomly. From the crater comes smoke that smells of sulfur and a rumbling sound. Rescue procedures from previous disasters were carried out in collaboration with the Center for Volcanology and Geological Disaster Mitigation (PVMBG) to find out how the condition of the mountain is every day and to always update the condition of the mountain whether it is still safe to climb or not and it will always be informed through official social media, for example if the condition of the mountain is not safe, it is usually closed temporarily. For emergency conditions, operational vehicles have been provided at tourist locations for security at any time while transporting tourists in the event of a disaster. P3K boxes are available at every hiking trail post and in spots with high crowds such as campsites.

In the Papandayan Nature Tourism Park (TWA) there is a security post, namely a security team that is on standby 24 hours at the tourist site, in which there is also a fire extinguisher and is ensured to function properly. Fire extinguishers are provided, especially in closed rooms such as offices, information centers and public facilities such as prayer rooms and health rooms. There are 13 units of fire extinguishers available at each post and in closed rooms and are always

ensured that the equipment is functioning properly. For the evacuation route, it passes through the climbing path, avoiding the dead forest path because the center of the crater is under the dead forest and the final gathering point at Cisurupan Square. TWA Papandayan provides personal assistance from companies that are included in the tourist entrance ticket, including accident insurance. Insurance is only covered by TWA Papandayan and does not cooperate with any insurance company and does not charge insurance fees to tourists. In handling emergency conditions, TWA Papandayan collaborates with the nearest health centers, namely the Cisurupan Health Center and the Cisurupan Military District.

#### d. Implementation of Environmental Sustainability

In the element of environmental sustainability criteria, based on the results of the interview, to maintain environmental sustainability, TWA Papandayan restored the area by planting and greening and keeping edelweiss flowers protected because edelweiss flowers are prone to picking even though the flowers are protected flowers. Environmental sustainability at TWA Papandayan also uses environmentally friendly materials applied to trash cans made of bamboo. The frame of the trash can is made with woven bamboo because TWA Papandayan is a conservation area, so it minimizes the use of materials that are not environmentally friendly and uses materials from nature.

At TWA Papandayan, the use of electricity uses generator sets and the use of water directly from sulfur springs from the mountains. TWA Papandayan collaborates with the Environment Agency and collects waste once a week to the final disposal site (TPA) in Pasir Bajing and for waste disposal using septic tanks. Monitoring of all CHSE protocol activities is encouraged to be carried out by all Papandayan TWA officers and to make updates if they are no longer in accordance with procedures.

#### **The Application of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) to the Level of Tourist Trust at TWA Papandayan Garut**

The level of confidence of tourists is influenced by evidence of a company's reputation. This affects the way others perceive the company, which in turn reflects the company's reputation and everything related to it. So to maintain a good reputation in the management of the CHSE protocol in the eyes of tourists, TWA Papandayan always tries to provide the best service by always paying attention to and updating the conditions of cleanliness, health, safety, and environmental sustainability. To make a good impression on tourists, TWA Papandayan also proves it by obtaining a CHSE certificate and displaying images or photos of the best quality on TWA Papandayan's official social media and displayed at the entrance of the TWA Papandayan tourist area.

Based on the results of interviews with tourists who visited TWA Papandayan and knew the CHSE protocol, they trusted TWA Papandayan more after being CHSE certified. They can see the difference after the implementation of CHSE at TWA Papandayan. These five tourists do not know all the elements contained in the CHSE protocol, but they know most of the elements of cleanliness, health, safety, and environmental sustainability.

According to visitors to the Papandayan Nature Tourism Park (TWA) who know about the implementation of CHSE, the Papandayan Nature Tourism Park (TWA) can be seen to be more of a cleanliness aspect. Cleanliness that was not initially paid attention to has become cleaner with hand washing facilities that make it easier for tourists who are hiking to easily get water. For the health aspect, Papandayan Nature Tourism Park (TWA) already had health room facilities long before the CHSE protocol, because it sees that TWA Papandayan is a climbing tourist attraction

that is prone to accidents. Likewise, the safety/security aspect, according to those who have visited TWA Papandayan several times, for security in the tourist area can be guaranteed because there are security officers who go around the tourist area and are on standby for 24 hours, it makes tourists feel safe. And they appreciate TWA Papandayan because the tourist entrance ticket includes accident insurance. For environmental sustainability, according to them, TWA Papandayan has a tightly guarded edelweiss flower garden and makes TWA Papandayan preserve its nature.

## Discussion

The implementation of CHSE-based health protocols at TWA Papandayan has gone well with satisfactory results. Good cooperation between TWA Papandayan and tourists. The readiness of good human resources is also a support in the CHSE assessment at TWA Papandayan. Providing the right information about health protocols and governance that makes the image of TWA Papandayan even better.

TWA has obtained a CHSE certificate since 2020, because it is currently an endemic period, and for tourist attractions that already have a CHSE certificate, there is no need to re-assess. The following is the CHSE certificate obtained by TWA Papandayan and received "satisfactory" results from the Ministry of Tourism and Creative Economy.



Figure 1. TWA Papandayan "Satisfactory" Assessment Certificate  
Source: Researcher Documentation, 2022

During this endemic period, the CHSE certification was renewed to the SNI (Indonesian National Standard) CHSE certificate according to the Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 12 of 2022. If the tourist attraction already has a CHSE certificate, the certificate is valid for 3 years from the first assessment conducted by the Ministry of Tourism and Creative Economy.

## 5 Conclusion

Based on the results of the research, discussion and interpretation that the researcher has described in the previous chapter regarding "The Influence of Service Quality on the Destination Image of Garut Station", the researcher came to the following conclusions:

1. a) The service quality at Garut Station is good, which is characterized by the high value obtained in the reliability dimension where the services provided at Garut Station are consistent regardless of the staff/employees who provide the service. Both different staff/employees still provide uniform service, without significant differences in service quality or handling, thus giving trust to visitors.  
b) The destination image of Garut Station has a good image. It can be interpreted that the image of this station is formed through attractive tourist attractions, adequate facilities, maintained cleanliness, the beauty of old buildings, a modern new building concept, and a pleasant atmosphere. So that Garut Station reflects a positive experience, uniqueness, and emotional influence that gives a good impression to visitors.
2. Service quality has a significant effect on the destination image of Garut Station. It can be interpreted that service quality is one of the factors to improve the image of the destination, especially in the object of this study, namely Garut Station.

The suggestions that can be conveyed by the researcher are as follows:

1. For Garut Station, because this study uses the service quality variable as an exogenous variable, the researcher suggests that the quality of the service provided can be improved by providing services to tourists or visitors as much as possible. It's a good idea for Garut Station to consider that service quality has a positive influence on the image of a destination or the image of a place. So it is good for companies if they can pay attention to the factors supporting service quality evenly and optimally so that it can have a positive impact on the image of the station destination from tourists or visitors.
2. If you want to research with the same dependent variables, it is expected to research more not only on service quality but also from tourist perceptions, tourism products and purchase decisions, in order to get more varied research results. And for the next researcher, it is expected to be able to research each indicator at the appropriate dimension so that it will get more specific results.

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